

THE COMMUNICATOR
July 2008

WELCOME TO MEMPHIS, TN AND THE ANNUAL NMNA WORKSHOP
AUGUST 21-23

The annual NMNA conference is just a few weeks away. The 51st NMNA Workshop is being held at the Doubletree Hotel Downtown Memphis at 185 Union Avenue, Memphis, TN. Upon arrival please remember to check in at the registration desk in the Tennessee Ballroom Foyer from 3:00-7:00 pm on August 21. Registration will continue each morning of the conference for our late comers. Thursday evening, there will be a Welcome Reception with appetizers and a cash bar from 6:00-7:00 pm. On Friday morning we will begin with the general session learning about the new Farm Bill's impact on AMS, and how changes in the commodity futures markets are impacting grain and cotton marketing. Commodity Breakout session will be held Friday afternoon and Saturday after the NMNA business meeting. Friday evening I have left open so you can enjoy the sights and sounds of downtown Memphis. Saturday evening will be our Awards Banquet and Scholarship Auction

SPOUSES TOUR

Friday August 22, 2008

GRACELAND AND ST. JUDE'S CHILDREN'S HOSPITAL

Depart Doubletree Hotel at 9:15am with you See Memphis guide for Graceland where you will have a guided tour including the mansion, trophy room and burial site. Lunch will be on your own at Graceland, where you can chose from the **Chrome Grille** (offers Southern-style plate lunches and world-famous Memphis barbecue in an automotive-themed atmosphere) or the **Rockabilly's Diner** (menu that includes Elvis's favorite peanut butter and banana sandwich as well as cheeseburgers, hot dogs, chicken sandwiches, fries and other casual fare in the nostalgic feel of a fifties diner). After lunch, you will visit the world renowned St. Jude's Children's Hospital for a guided tour. Friday's tour will be over around 2:15 pm when you return to the Doubletree.

Saturday August 23, 2008

WALKING TOUR OF BEALE STREET & SOUTH MAIN WITH COTTON MUSEUM

Depart Doubletree Hotel at 9:15am with your See Memphis guide for a short stroll down Union Avenue to the Cotton Museum located in the former Cotton Exchange Building right on historic Cotton Row. Following your private tour of the museum, you'll enjoy the famous March of the Peabody Ducks in the lobby of the beautiful Peabody Hotel. Then its on to Memphis' most famous street – Beale Street, home of the blues. Your guide will share some stories of the street's colorful history as you walk to Main Street to catch the Main Street Trolley to the South Main Historic District. After a brief overview of the area's historic architecture and the modern-day galleries, boutiques and restaurants, the group will be on their own for dining and shopping returning to the hotel at their leisure.

HOTEL INFORMATION:

DOUBLETREE HOTEL MEMPHIS DOWNTOWN

185 Union Avenue Memphis, TN 38103

Direct: 901-528-1800

Fax: 901-525-8509

www.memphisdoubletree.com

1-800-222-TREE

LOCATION

The Doubletree Hotel is located in the heart of downtown Memphis, just two blocks from world-famous Beale Street. Across the street is AutoZone Baseball Park, home of the Memphis Redbirds and minutes from FedEx Forum, home of the NBA Memphis Grizzlies and entertainment arena.

Directions the Doubletree

From 40 West - Follow all signs as if you were driving to Little Rock, AR. When you see the Skyline of Downtown Memphis on your left begin watching for the Second Street exit, and take it. Second Street is a one-way street going south. Approximately eight blocks up you will arrive at the intersection of Union Ave. Turn left onto Union. The hotel is located one block up on the right hand side, on the corner of Union and Third.

From 40 East - When you have arrived in West Memphis, Arkansas, stay to the left and proceed on 40 East. (You will have the option to take 55, which is to the right. DO NOT TAKE 55!) Cross the Mississippi River and exit Riverside Drive. Follow Riverside Drive south to Union Avenue. Turn left on to Union. The hotel is approximately four blocks on the right hand side.

Memphis International Airport

- **Distance from hotel:** 10 mi.
- **Drive time:** 15 min.
- **Directions:** Exit airport and take 240 West and continue to 240 North to Union Avenue. Take the Union Avenue exit heading west. The hotel will be on the left approximately 3 miles.
- **Approximate Cost:** Taxi \$25.00

Airport Shuttle Service:

Last Minute Transportation (901) 428-4854 or (901)649-6349

Price: \$35.00 for up to 3 passengers, \$5.00 for each additional passenger. Reservations must be made in advance so that airport pickups can be grouped.

The NMNA block of rooms at the Doubletree has sold out. I have made arrangements for block of additional rooms at the Holiday Inn Select which is right down the street from the Doubletree. The government rate of \$90.00 per night is available.

Holiday Inn Select

Memphis-Downtown (Beale St.)

160 Union Ave, Memphis, TN 38103 United States

Hotel Front Desk: 1-901-525-5491 | Hotel Fax: 1-901-529-8950

Reservations need to be made by 5:00 PM CST, August 4, 2008. When making reservations employees should identify the group name (National Market News Association Annual Workshop).

FRIDAY NIGHT IN THE SOUL OF THE CITY

Once again I am leaving time for you to enjoy our city. There is plenty of night life to enjoy whether it be the night life on Beale Street with its various restaurants and bars, horse drawn carriage ride or a walk along the Mighty Mississippi. For more info on what to do while in Memphis visit <http://www.memphistravel.com>.

SURROUNDING ATTRACTIONS

- Graceland
- Auto Zone Park/Redbirds Baseball
- Beale Street
- Peabody Place (Entertainment Complex and Retail Facility)
- Rock-n-Roll Museum
- Sun Studios
- Stax Soul Museum
- Mud Island
- Riverboats
- Memphis Zoo
- Brooks Art Museum
- National Civil Rights Museum

NMNA CONFERENCE REGISTRATION:

Deadline: August 8, 2008

The registration form can be found on the NMNA home page <http://apps.ams.usda.gov/Forms/NMNA/Registration.htm> and is also included as the last page of this issue. You can register by mail, fax, or on line. The registration fee is \$150.00 for members, spouses and guests that wish to go on the tours are \$100.00. Spouses and guests going to the banquet only will be \$30.00. Membership fees are \$7.00. You can make a scholarship donation at this time as well or at the conference.

For those who have already registered, send your payment to the address below.

***Mail to: Barbara Meredith, NMNA
USDA, AMS Cotton and Tobacco Program
Cotton Market News Branch
3275 Appling Road, Room 10
Memphis, TN 38133

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Scholarship Fundraiser – Silent and Live Auctions!

We will have both a silent and a live auction Saturday evening with Don Terry as our auctioneer. It is always a lot of fun so bring your checkbooks along and make it worthwhile. We are looking for donations from members to support this worthy cause and help an Agriculture student in need. Please think about an item you could contribute and mail it to Barbara Meredith. If you want to bring the item with you, e-mail or call Barbara (barbara.meredith@usda.gov or 901-384-3016) and let her know so your item and the donors name can be included on the auction item list by August 15th. We've had great items in the past, and I'm sure you all can think of some really good items! Mail items to the following address:

Barbara Meredith, NMNA
USDA, AMS Cotton and Tobacco Program
Cotton Market News Branch
3275 Appling Road, Room 10
Memphis, TN 38133

Thursday, August 21, 2008

7:15 am-5:00 pm	Livestock Correlation
8:00 am -5:00 pm	Market Information Organization of the Americas North America region meeting
3:00 pm-7:00 pm	Registration Pre-function Tennessee Ballroom
5:00 pm-6:00 pm	Board Meeting Adler Suite
6:00 pm-7:00 pm	Welcome Reception Tennessee Ballroom
7:00 pm-9:00 pm	Hospitality Suite Adler Suite

Friday August 22, 2008

7:00 am-5:30 pm	Registration
7:00am -8:00am	Coffee and Juice-
General Session:	
8:00 am-8:10 am	Opening Remarks and Announcements —Barbara Meredith
8:10 am-8:20 am	Welcome to Memphis —William Griffin
8:20-9:00	The Farm Bill and AMS Market News (topic tentative) —Lloyd Day, Administrator, USDA, AMS
9:00 am -9:20 am	Market News Portal Update —John T. Gallagher, Project Manager,
9:20 am-9:40 am	Market News Support Branch Project Update —Renee Joseph, Market News Support Branch,
9:40 am-10:00 am	Break
10:00 am-10:30 am	Recent changes in Commodity Markets —Brad Anderson, Informa Economics
10:30 am-10:50 am	Changes and Challenges in Grain Marketing —David Glidewell, Archer Daniels Midland
10:50 am -11:10 am	Changes and Challenges in Cotton Marketing —Jeff Johnson, Allenberg Cotton Co
11:10 am -11:45 am	TBD
11:45 am -1:00 pm	Lunch on your own
1:00 pm -5:00 pm	Commodity Breakout Session Poultry Livestock and Grain Fruit and Vegetable Cotton
7:00 pm-10:00 pm	Hospitality Suite Adler Ballroom

Evening Free to enjoy downtown Memphis

Saturday, August 23, 2008

7:00 am -9:00 am	Registration Pre-function Tennessee Ballroom
7:00 am -7:30 am	Coffee and Juice
7:30 am -8:00 am	NMNA Business Meeting
8:00 am -8:30 am	Branch Pictures
8:30 am -4:00 pm	Commodity Break out Sessions Poultry Livestock and Grain Fruit and Vegetable Cotton
5:30 pm -6:30 pm	Social Hour Pre-function Tennessee Ballroom
6:30 pm -9:00 pm	NMNA awards Banquet and Scholarship Auction Tennessee Ballroom
9:00 pm -11:00 pm	Hospitality Suite Adler Ballroom

Poultry Breakout Session

Friday, August 22:

- 1:00 p.m. Welcome/Introduction of Poultry Deputy Administrator Rex Barnes.....M. Sheats
- 1:05 p.m. Poultry Programs Overview.....R. Barnes
- 1:40 p.m. Session Overview.....M. Sheats
Meeting goals and objectives Review
agenda and schedule Branch successes,
challenges and changes
Questions/Discussion
- 2:30 p.m. Current Market News InitiativesAll
Overview of initiatives Select initiatives for
discussion Identify two small work groups and
assignments
- 4:00 p.m. Close Meeting

Saturday, August 23:

- 8:00 a.m. UpdateM. Sheats
- 8:15 a.m. Small Working Groups.....All
Discuss reporting initiatives Identify areas of
agreement and disagreement Identify
solutions
- 9:30 a.m. Break
- 9:45 a.m. Small Working Groups (continued)All
- 11:00 a.m. Break
- 11:15 a.m. Small Working Groups (continued)All
- 12:00 p.m. Lunch
- 1:00 p.m. Small Group Report-Out to Large GroupAll
Questions and answers
Future direction Assignment
of responsibilities
- 2:00 p.m. Break
- 2:15 p.m. Other Reporting Issues.....All
Organic Initiatives International Monthly/Annual Summary Ideas Reporter's
Handbook.....J. Karwal
- 4:00 p.m. Close

Livestock & Grain Breakout Session

Thursday, August 21

7:15 am	Board bus and vans to depart for Somerville Livestock Barn
8:30-11:30 am	Correlation at Somerville Livestock Auction
11:30 am-12:30 pm	Lunch at the auction barn
12:45-1:30 pm	Dr. Emmit Rawls, University of Tennessee
1:30-2:00 pm	Travel to Spark's preconditioning lot
2:00-3:00 pm	Tour Spark's preconditioning lot
3:00-3:15 pm	Travel to Lone Oak Angus Farm
3:15-4:15 pm	Tour Lone Oak Angus Farm
4:15 pm	Depart and return to hotel

Friday, August 22

1:00-1:30 pm	Welcome & Introductions – Warren Preston
1:30-2:00 pm	Hot Situation Reporting – Soo Kim & Sherry Wise
2:00-2:45 pm	Slaughter Cow Standards – Kerry Smith, SAT Branch
2:45-3:00 pm	Break
3:00-4:00 pm	CME Update and Issues – Paul Peterson, CME Group

Saturday, August 23

7:30-8:00 am	NMNA Business Meeting
8:00-8:30 am	Branch Photograph
8:30-9:15 am	Strategic Plans – Warren
9:15-10:00 am	Employee Feedback
10:00-10:15	Break
10:15-11:30 am	Update on GovTrip and other administrative items – Dana Laster, AO
11:30-1:00 pm	Lunch on your own
1:00-2:00 pm	Battle of the Livestock & Grain Market News Stars
2:00-2:15 pm	Break
2:15-3:00 pm	IT Updates on MNCS, LincPass, etc. – Cheryl Johnson & Marj Hunt
3:00-4:00 pm	Management Open Forum – Warren, Mike Lynch, Jim Epstein, & Russ Travelute